

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method for marketing, comprising:
 - defining a match between a user classification and an incentive;
 - receiving from a set-top box user data associated with a user's cable television viewing selections ~~terminal from a plurality of sources~~;
 - receiving the user's credit card purchase records;
 - classifying the user in a user classification when the user's cable television viewing selections relate to the user's credit card purchase records; and
 - transmitting the incentive to the user if a match is defined between the user classification and the incentive.
2. (Currently Amended) The method of claim 1, wherein the ~~user data~~ user's cable television viewing selections comprises ~~user viewing selections~~ a channel viewed by the user, a program shown on the channel, and the amount of time the channel is watched.
3. (Currently Amended) The method of claim 1, further comprising collecting the user data.
4. (Currently Amended) The method of claim 1, wherein the ~~user data is associated with a user~~ user's cable television viewing selections comprises how much of an advertisement the user views.
5. (Cancel)
6. (Currently Amended) The method of claim ~~5~~ 1, wherein said step of ~~detecting a relationship~~ classifying the user further comprises: relating the credit card purchase records ~~detecting a relationship between the sales data and~~ the user's cable television viewing selections if the user views advertisements for a product and purchases the product.

7. (Currently Amended) The method of claim 1, wherein said step of classifying the user further comprises classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
8. (Currently Amended) The method of claim 1, wherein the user data comprises whether ~~the~~ a product associated with the incentive was purchased.
9. (Original) The method of claim 1, wherein the user data comprises global computer network viewing data.
10. (Original) The method of claim 1, wherein the user data comprises survey data.
11. (Currently Amended) The method of claim 1, wherein the user data comprises ~~sales data~~ a price paid for a product and a time the product was purchased.
12. (Currently Amended) The method of claim 1, wherein the incentive comprises an image embedded into cable television media content.
13. (Original) The method of claim 1, wherein the incentive comprises a coupon.
14. (Original) The method of claim 1, wherein the incentive comprises a banner.
15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:
 - a server in communication with a ~~user terminal~~ set-top box;
 - user data stored on the server, wherein said user data is collected from a plurality of sources comprising the user's cable television viewing selections from the set-top box and the user's credit card purchase records; and

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Amendment in Response to First Office Action

a classification module in communication with the server configured for defining a match between a user classification and an incentive, and classifying a the user in a the user classification based on said user data when the user's cable television viewing selections relate to the user's credit card purchase records.

16. (Cancel)
17. (Cancel)
18. (Currently Amended) The system of claim 15, wherein said classification module is further configured for ~~detecting a relationship between~~ relating the sales data user's credit card purchase records and the user's cable television viewing selections if the user views advertisements for a product and purchases the product.
19. (Currently Amended) The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
20. (Currently Amended) The system of claim 15, wherein the user data comprises whether a ~~the~~ product associated with the incentive was purchased.
21. (Original) The system of claim 15, wherein the user data comprises global computer network viewing data.
22. (Original) The system of claim 15, wherein the user data comprises survey data.
23. (Currently Amended) The system of claim 15, wherein the user data comprises ~~sales data~~ a price paid for a product and a time the product was purchased.

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Amendment in Response to First Office Action

24. (Currently Amended) The system of claim 15, wherein the incentive comprises an image embedded into cable television media content.
25. (Original) The system of claim 15, wherein the incentive comprises a video program.
26. (Original) The system of claim 15, wherein the incentive comprises a banner.
27. (Original) The system of claim 15, wherein the incentive comprises a coupon.